

COMMUNITY OUTREACH PLAN: FY 2014

Yuma Regional Partnership Council



Community Outreach Goals

Goal 1: Raise awareness of and build public support for the importance of early childhood development in the Yuma Region.

Objective 1: Maintain a consistent presence of early childhood strategic messaging in mass media.

Objective 2: Ensure consistent public messaging about early childhood among First Things First and its partners (internal & external).

Objective 3: Expand the scope and effectiveness of early childhood community outreach and awareness efforts.

Goal 2: Position First Things First as a recognized and trusted voice in early childhood

Objective 1: Expand the profile and recognition of First Things First as thought leaders in early childhood policy and practice.

Objective 2: Build recognition of the First Things First brand to be synonymous with early childhood.

Objective 3: Expand scope and effectiveness of community engagement around early childhood priorities.

Goal 3: Build awareness of early childhood programs and services, particularly First Things First statewide.

Objective 1: Where appropriate and strategic, develop specific marketing plans for statewide initiatives (e.g. Quality First)

Objective 2: Support the marketing efforts of regionally funded strategies.

Objective 3: Across all First Things First communications channels, highlight the impact of First Things First funded programs on young children and their families.

Target Audiences for Community Outreach in Yuma County

Priority Target Audiences

- Current and past supporters – reconnect, re-engage
- Parents and Caregivers
- Business
- Faith Based

Other Target Populations

- Military Families
- Medical Community
- Public and Elected Officials
- Early Child Development Professional and Health Providers
- PreK-12 schools
- First Things First Grantees

Community Outreach Tools and Measures

Tactic: Presentations/Outreach Events

Target: At least eight (8) per month

Community Outreach Coordinator

The **Community Outreach Coordinator** will secure group presentation opportunities, one-on-one meetings with key community stakeholders, other members of the community, and attend outreach events to represent First Things First and speak about the importance of early childhood health and development.

- Yuma Regional **First Things First staff** will work together with:
 - Parents and Caregivers - In addition to ongoing outreach, collaborate with **FTF grantees** and request their support to target county wide public organizations such as: Department of Economic Security, Women Infants and Children (WIC), Food Bank and Health Department.
 - Business- Efforts to reach this community will include chamber of commerce and other groups: optimist club and rotary clubs. Participate in at least two events per year targeting this community.
 - Faith based organizations – Efforts to reach this community will include request to request their support through their radio stations, bulletin board/ inserts, projection of slides during special faith events. In addition, collaborate with **FTF grantees** and request their support this effort and disseminate educational material at their church/chapel. Extend invitation to site tours and special events hosted by the **First Things First Yuma Regional Partnership Council**. The **First Things First staff** will participate in at least two events per year targeting this community.
 - Military Families – The **First Things First staff** will participate in at least two events per year targeting this community.
 - Medical Community – Efforts to reach this community will include nursing schools and work with **First Things First Yuma Regional Partnership Council** member to reach new doctors at Yuma Regional Medical Center. Participate in at least two events targeting this community. The **First Things First staff** will participate in at least two events per year targeting this community.
 - PreK – 12 Schools – Include rural areas, such as Wellton and Dateland, in ongoing outreach.
 - Site tours to highlight First Things First impact in the region.
 - The Yuma Early Childhood System Collaborative Meeting.
- **First Things First staff and First Things First Yuma Regional Partnership Council** members may be asked to represent First Things First for radio, newspaper or television interviews. The **Community Outreach**

Coordinator is responsible for coordinating and preparing First Things First staff and Yuma Regional Partnership Council members for these opportunities.

First Things First supporting materials will be provided, such as talking points and fact sheets.

Tactic: Recruit and Engage Early Childhood Supporters

Community Outreach Coordinator

- The **Community Outreach Coordinator** will secure group presentation opportunities, one-on-one meetings with members of the community, and attend outreach events to represent First Things First to recruit supporters and speak about the importance of early childhood health and development

First Things First Staff and Yuma Regional Partnership Council

- Yuma Regional **First Things First staff** and the **Yuma Regional Partnership Council** will work together with the **Community Outreach Coordinator** to seek opportunities that will lead to the recruitment of new early childhood supporters.

Tactic: Stories

Target: At least one (1) per month

Community Outreach Coordinator

- The **Community Outreach Coordinator** will collect and write stories about the success of both First Things First-funded programs and other impactful early childhood programs for newsletter use, media submission, and for distribution by grantees and supporters.
 - Stories will be collected by visiting grantee sites and attendance at events, and/or meeting with individual program participants.
 - These stories will be offered to the Regional Council for their distribution at Regional Partnership Council meetings.
 - These stories will be shared at grantee collaboration meetings.

Tactic: Site Visits

Target: Three (3) annual

Community Outreach Coordinator

- The **Community Outreach Coordinator** will coordinate site visits to FTF-funded programs, inviting elected officials, members of the media, and key community leaders. The **Community Outreach Coordinator** will work with **FTF grantees'** and community partner sites to develop an agenda, prepare staff with talking points, and prepare families/others participating in the program to speak to site visit guests. The **Community Outreach Coordinator** will work with **FTF External Affairs staff** to plan the site visit.
- The **Community Outreach Coordinator** will take pictures during the site visit. These will be sent with cut lines to the **FTF Director of Brand Advancement** to place on social media platforms.

Tactic: Media**Target: At least one every quarter (total 4)****Community Outreach Coordinator**

1. **Radio, Newspaper and Television-** The **Community Outreach Coordinator** will secure media opportunities on English and Spanish speaking newspaper, radio and television to speak about the importance of early childhood and FTF and to provide relevant FTF updates.
 - **Regional Partnership Council members** may be asked to work with the **Community Outreach Coordinator** represent FTF on the radio and/or television, or join the **Community Outreach Coordinator** for radio/TV opportunities.
2. **Press Releases-** The **Community Outreach Coordinator** will write press releases concerning early childhood and FTF updates/events, to be distributed to local community partners and media contacts. The **Community Outreach Coordinator** will work with **External Affairs Staff** for the development and dissemination of press releases. The **Community Outreach Coordinator** will offer assistance to **FTF grantees** with the development of press releases concerning **FTF** early childhood program updates or events.
3. **Magazine Column-** The **Community Outreach Coordinator** will collaborate with **FTF grantees** with the development of a magazine column concerning early childhood programs/services, to be distributed to local elementary schools and pediatricians offices. Magazine will be made available on-line and a link to the magazine will be posted in local Spanish newspaper.
4. **Resource Guide-** The **Community Outreach Coordinator** will assist the **FTF Yuma Regional Partnership members** work group and **Regional Director** to guide the development of a local Resource Guide that will be included in community magazine. Magazine will make resource available on-line link to the magazine will be posted in local Spanish newspaper.

First Things First Grantees

- **FTF grantees** may be asked to join the **Community Outreach Coordinator** to represent FTF on the television.
- The **Community Outreach Coordinator** will connect **FTF grantees** to media opportunities when appropriate.
- The **Community Outreach Coordinator** may offer training on successfully preparing for media opportunities to **FTF grantees** interested in speaking about early childhood for any earned media opportunity in newspaper, radio or TV.

Tactic: Early Childhood Everyday Trainings**Target: 3 per year****Community Outreach Coordinator**

- The **Community Outreach Coordinator** will offer the Early Childhood Everyday Training to **First Things First Yuma Regional Partnership Council, FTF's Grantees**, supporters and champions interested into receiving instructions and practicing in consistent messaging to help spread the word about early childhood and FTF.
- The **Community Outreach Coordinator** will offer the following training:

- Early Childhood, Everyday- *Simple ways to spread the word about early childhood and First Things First in your community*

Community Awareness

Target: Distributed as needed

Community Outreach Coordinator

- Educational Reinforcement items, such as Born Learning Materials, will be distributed by the **Community Outreach Coordinator**. The distribution of Educational Reinforcement items will be determined based on the demographic, language, culture and knowledge of each audience.
- The **Community Outreach Coordinator** will work with the **Yuma Regional Director** to implement and revise the Community Awareness Budget, including event participation, sponsorships and the purchasing of Educational Reinforcement items and equipment needed to support the role of the Community Outreach Coordinator.

Tactic: Social Media

Target: 4 early childhood-focused Tweets/Facebook posts per month

Community Outreach Coordinator

- In order to support a continuing, relevant and expanding conversation about the importance of early childhood, the **Community Outreach Coordinator** will maintain a consistent presence on personal social media platforms, including Facebook and Twitter as a way to model posting and generate trends for First Things First #firstfive.
- The **Community Outreach Coordinator** will continuously encourage early childhood supporters to get informed, get involved, and get young children ready by promoting the use of social media to all audiences.
- The **Community Outreach Coordinator** will encourage the **First Things First Yuma Regional Partnership Council** and **FTF's Grantees** to share FTF information on their personal Facebook and Twitter page.

Working with the Yuma Regional Team and Yuma Regional Partnership Council

Community Outreach Coordinator

- **Regional Partnership Council Meetings-** The **Community Outreach Coordinator** will provide updates as requested during **Yuma Regional Partnership Council Meetings**. Updates will include the number and nature of recent presentations, media opportunities, stories, and other community outreach updates. **Yuma Regional Partnership Council Members** can provide feedback, recommendations, and direction during this portion of the meeting.
- **Grantee Meetings-** The **Community Outreach Coordinator** will work with **Yuma FTF staff** to provide speaker's trainings, communications guidance, and updates to **FTF grantees** at bi-monthly grantee meetings. **Grantees** can provide feedback, recommendations, and direction during this portion of the meeting.

- **Staff-Directed Projects, Meetings and Strategies-** The **Community Outreach Coordinator** will work with **Yuma Regional Staff** to support Regional Partnership Council recruitment, staff projects, meetings and events. The **Community Outreach Coordinator** will provide support based on the defined roles of a Community Outreach Coordinator.

Community Outreach: Expectations of Yuma Regional Partnership Council

1. Provides input and expertise in the development of the community outreach plan.
2. Works with **Yuma Regional Director** and **Community Outreach Coordinator** to attend and/or present at local events, media opportunities, etc.
3. Provides ongoing feedback and guidance to both the **Yuma Regional Director** and **Community Outreach Coordinator** for leads, next steps, and recommendations for the successful implementation of the Community Outreach Strategy.

Requests of First Things First Grantees

1. **Stories- First Things First grantees** are asked to work with the **Community Outreach Coordinator** to invite program participants to be interviewed for a story.
 - **First Things First grantees** are requested to communicate good story opportunities in person, through email and phone to the **Community Outreach Coordinator** or through the on-line story bank at azftf.gov.
2. **Outreach Opportunities- FTF Grantees** are encouraged to recommend presentation opportunities to the **Community Outreach Coordinator**, to receive an FTF speaker's trainings, and to engage in the conversation about early childhood on their personal social media platforms.
 - The **Community Outreach Coordinator** will communicate outreach opportunities, such as tabling events, to **First Things First grantees** so that they can consider raising awareness of their services at the event either in conjunction with FTF or on their own.
 - **FTF Grantees** are expected to follow grantee protocol as it pertains to First Things First branding. As a reminder, First Things First must be mentioned as a funder within every press release, on grantee collateral material and at grantee events.

Community Outreach Workgroup

The **Community Outreach Coordinator** will request feedback from members of the **Community Outreach Workgroup** at least two times per year on topics including:

- a. Securing additional presentation opportunities
- b. Making community connections
- c. Effectively communicating the importance of early childhood to the unique demographic and culture of the Yuma Regional community.

When they arise, the recommendations of the **Community Outreach Workgroup** will be presented to the **Yuma Regional Partnership Council** by the **Community Outreach Coordinator** during monthly meetings.